

Patent Assignment Abstract of Title

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Inventors: HEIDI KAY, RUSSELL FRADIN

Title: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

Assignment: 1

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Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

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Exec Dt: 12/14/1998

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Exec Dt: 12/14/1998

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Assignment: 2

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Assignor: ENGAGE TECHNOLOGIES

Exec Dt: 04/27/2000

Assignee: ENGAGE, INC.

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Assignment: 3

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Assignor: FLYCAST COMMUNICATIONS

Exec Dt: 07/10/2001

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